



*Companies that solely focus on competition will ultimately die. Those that focus on value creation will thrive...*  
(Edward de Bono)

*Co-creating **solutions**...*

**VALUE**  
**CREATORS** 

*Value Creators is an innovative educational concept developed by the Windesheim Honours College in the Netherlands. We believe in people's potential to change the world and add value. We offer an environment to shape the future together connecting local and global **solutions** to face the challenges ahead.*

[www.valuecreators-whc.com](http://www.valuecreators-whc.com)

# Meet the team



Maria Garcia  
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Aryanti  
Radyo Wijati



Liesbeth  
Rijdsdijk

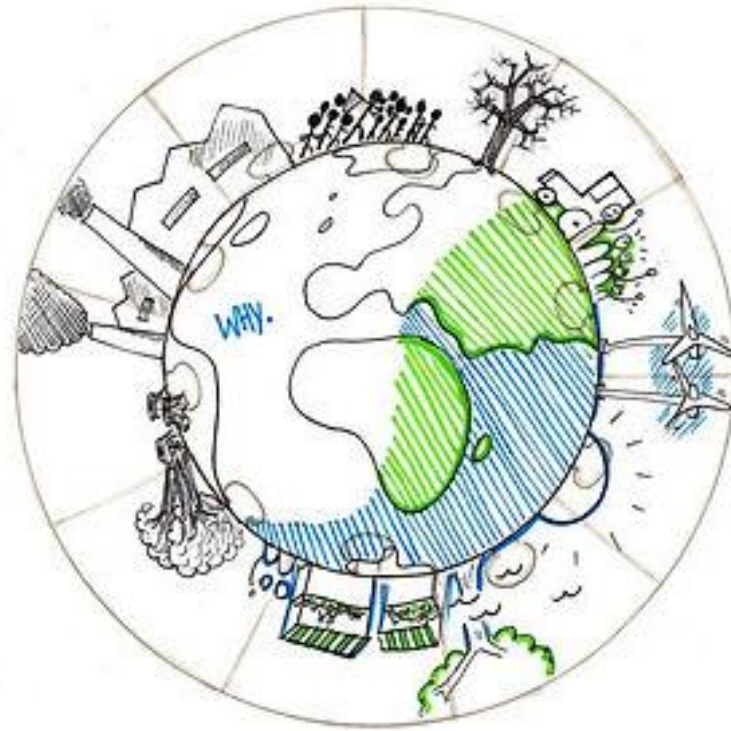


Paul van der  
Cingel





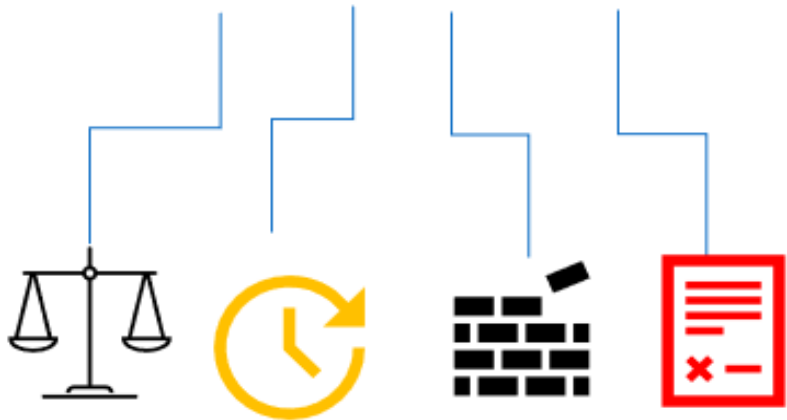




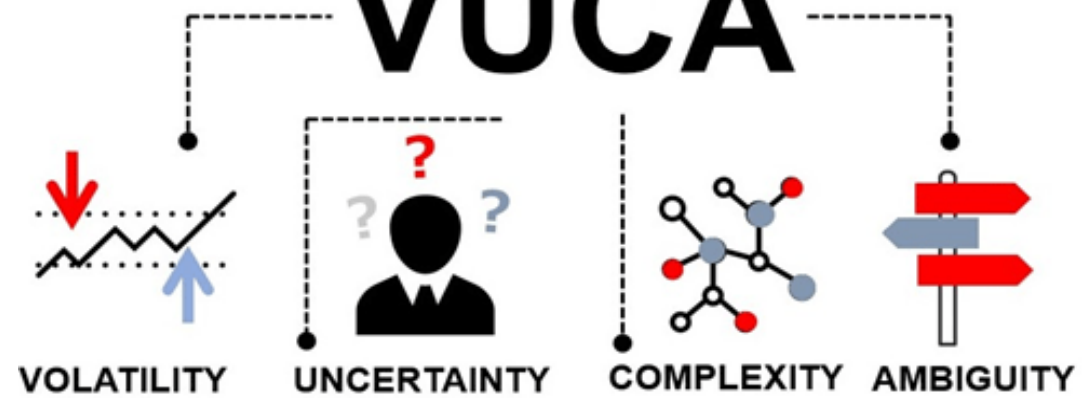
# SPOD



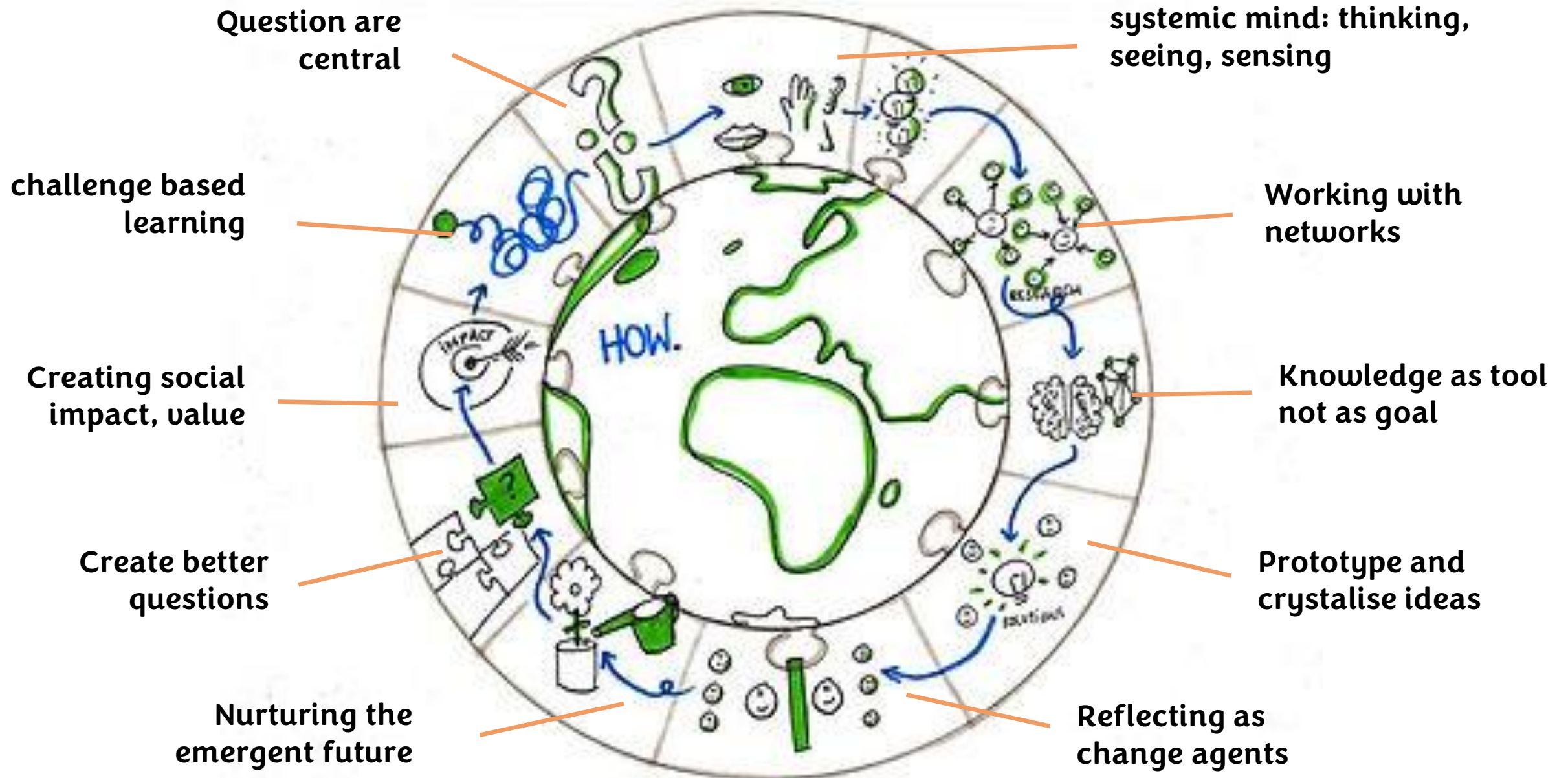
# VUCA



STABLE    PREDICTABLE    ORDINARY    DEFINITE



VOLATILITY    UNCERTAINTY    COMPLEXITY    AMBIGUITY



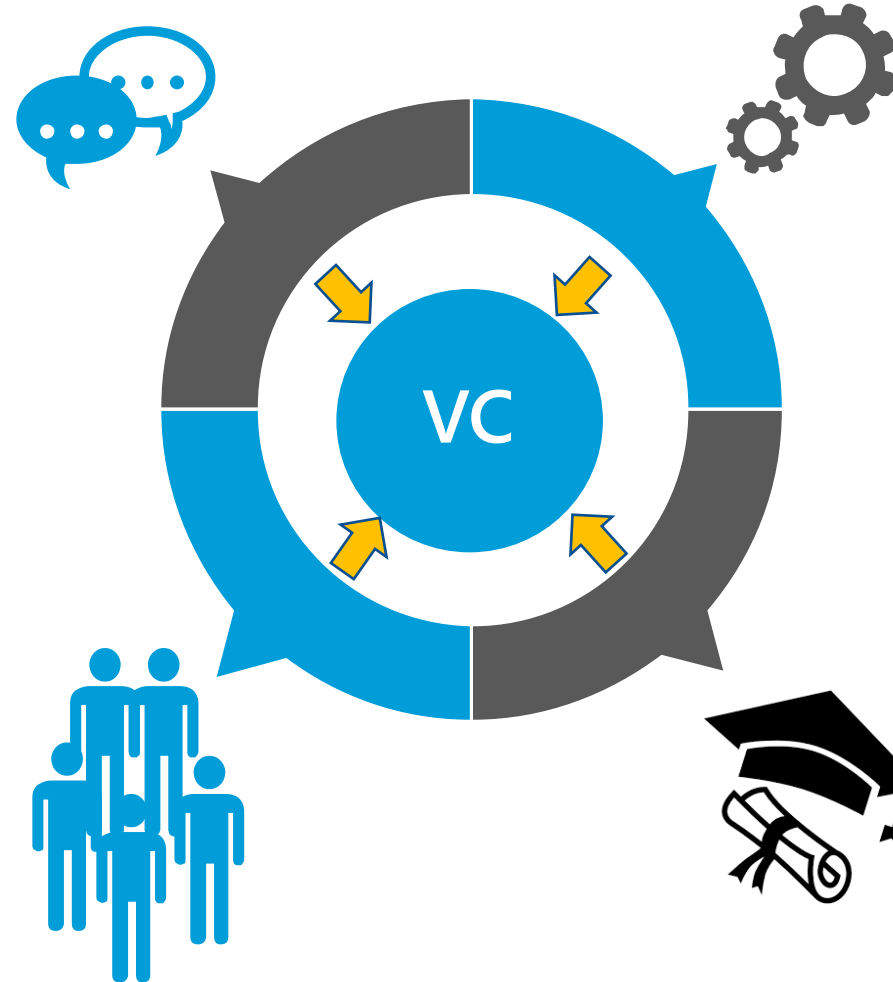
# The sources of inspiration

## Connectivism (Siemens)

The transition from Knowledge as a goal to Knowledge as a tool

## Community of Practices (Lave & Wenger)

Focusing in the social nature of human learning: learning is individual, making sense is the result of interactions/  
Transdisciplinarity



## Theory U (Scharmer)

Learning from the future as it emerges, the transition to emergent learning.

## Find Minds for the Future (Gardner)

Framing competences outside of the limitations of the 21<sup>st</sup> Century Skills

# Our approach to the Agenda 2030





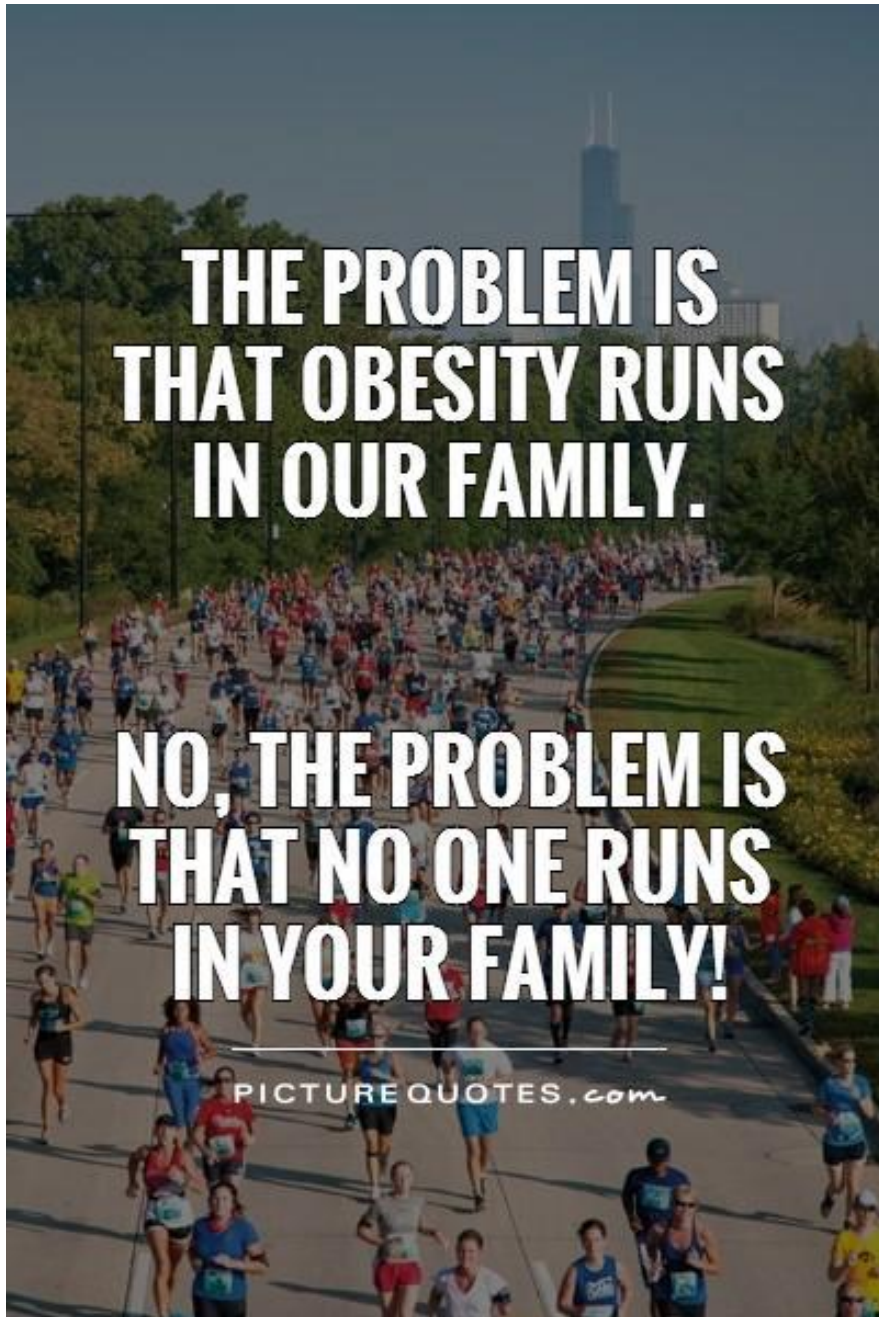


Our approach to  
complexity:

*“Decision-makers commonly mistake complex systems for simply complicated ones and look for solutions without realizing that ‘learning to dance’ with a complex system is definitely different from ‘solving’ the problems arising from it.” — Roberto Poli*

UNESCO Chair in  
Anticipatory Systems





**THE PROBLEM IS  
THAT OBESITY RUNS  
IN OUR FAMILY.**

**NO, THE PROBLEM IS  
THAT NO ONE RUNS  
IN YOUR FAMILY!**

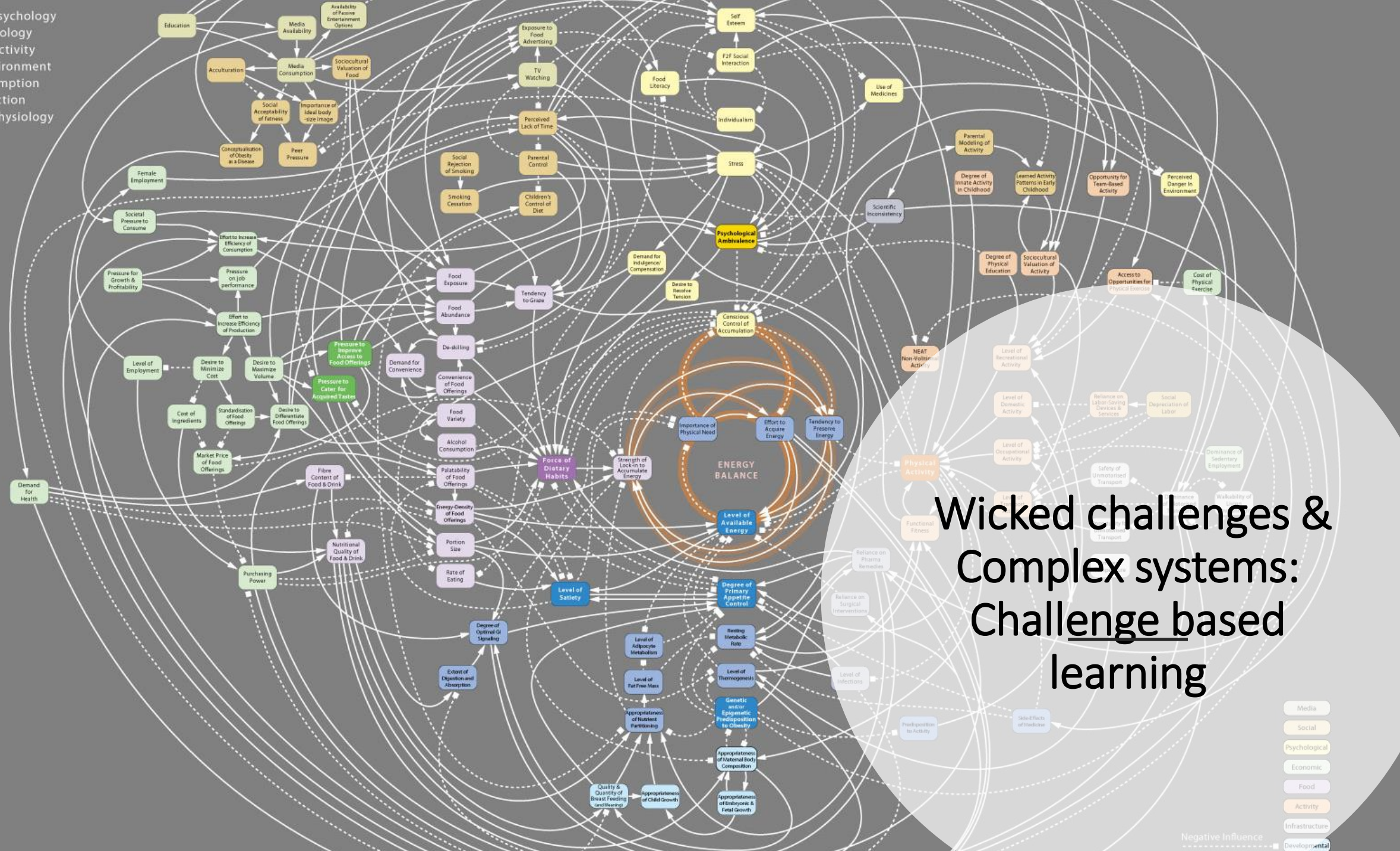
PICTUREQUOTES.COM

Obesity....a complicated problem or a highly complex challenge?

Complicated problems can be approached with problem solving and linear forms of project management methodologies....



Core Loop  
 Individual Psychology  
 Social Psychology  
 Individual Activity  
 Activity Environment  
 Food Consumption  
 Food Production  
 Individual Physiology  
 Physiology

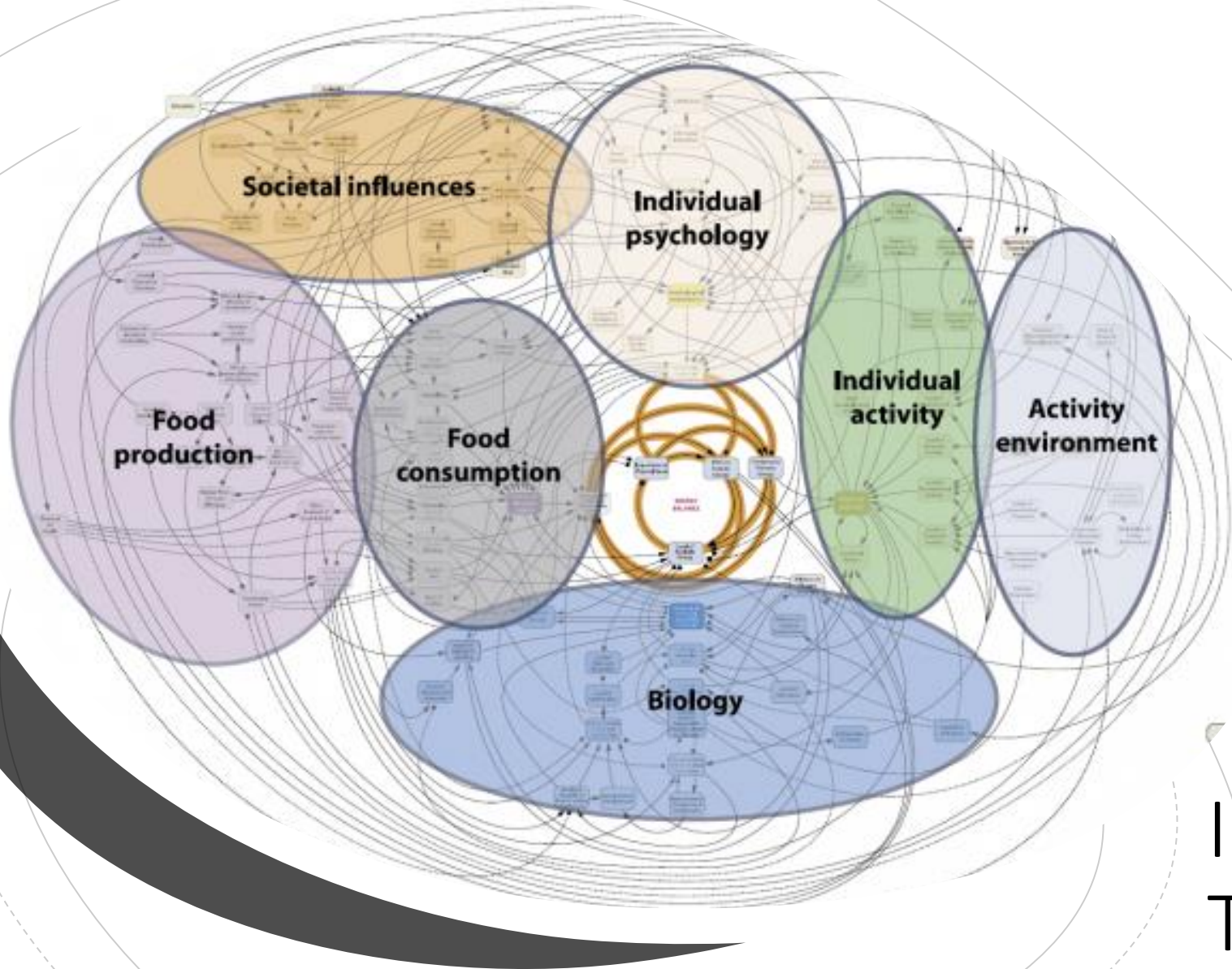


Wicked challenges &  
 Complex systems:  
 Challenge based  
 learning

- Media
- Social
- Psychological
- Economic
- Food
- Activity
- Infrastructure
- Developmental

Negative Influence



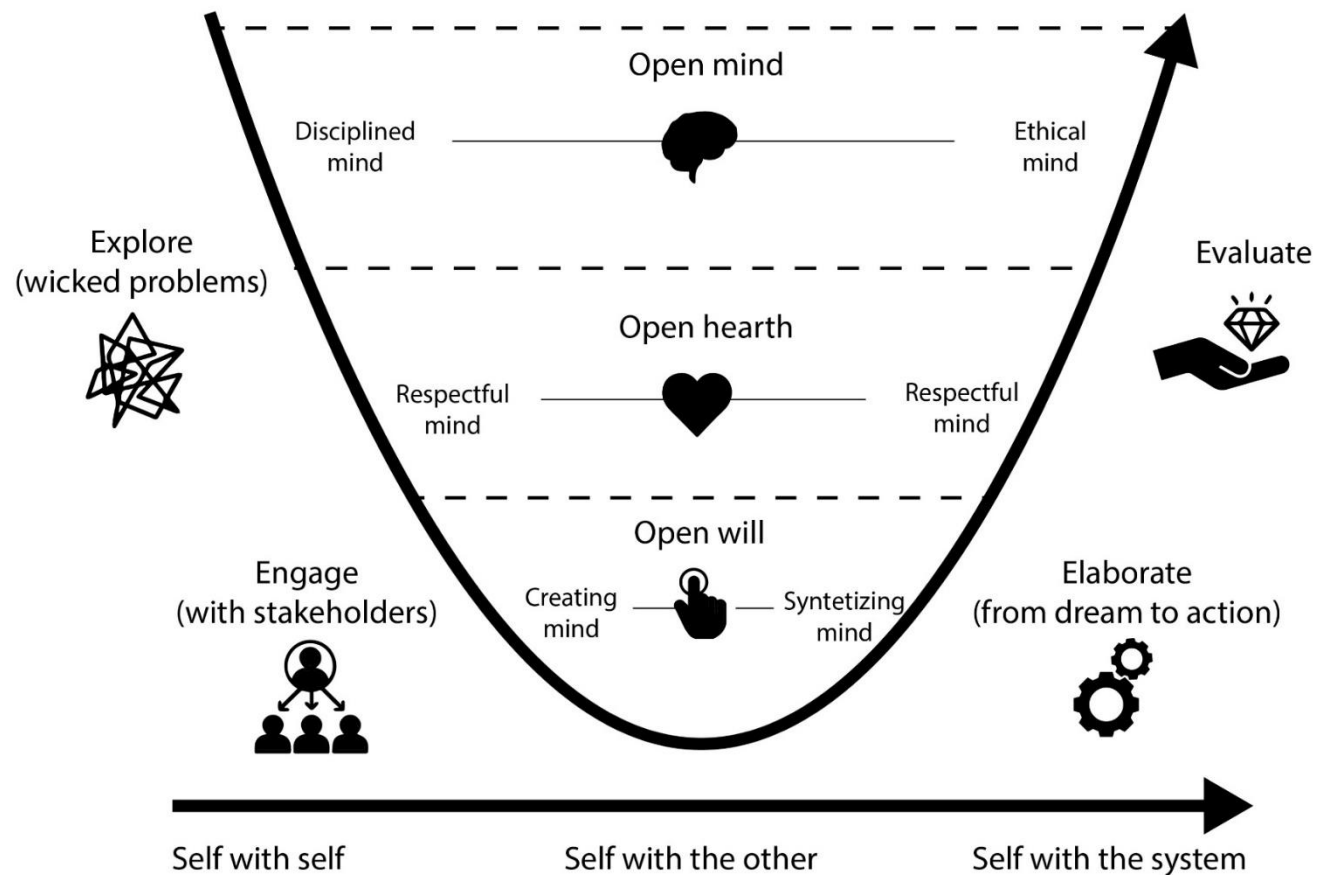


Inter and  
Transdisciplinarity

# So how does Value Creators provide a new learning context for wicked challenges?

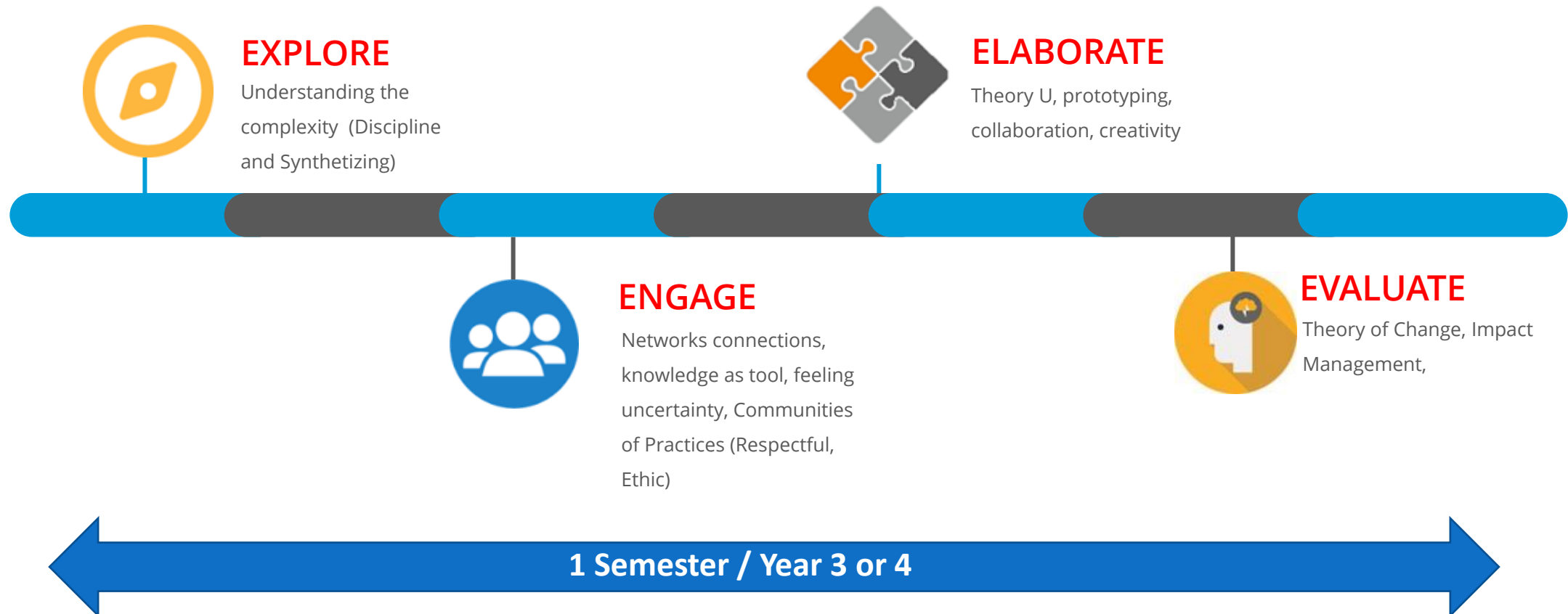
- We move from “problem & solution” thinking to “patterns & evolution” sensing.
- We give the space to the students to see and sense the complexity of the system through the eyes of different networks and throughout conversations and interactions, we invite them to understand the patterns
- We invite the students to identify the spaces where they want to “dance” with the system in order to be able to influence it, and we also need to understand that our mere presence is already changing it.
- We change the focus on the end product towards more awareness and levels of attention to the process itself, not only of creating value, but their own learning process.
- We encourage transdisciplinarity
- We embrace uncertainty



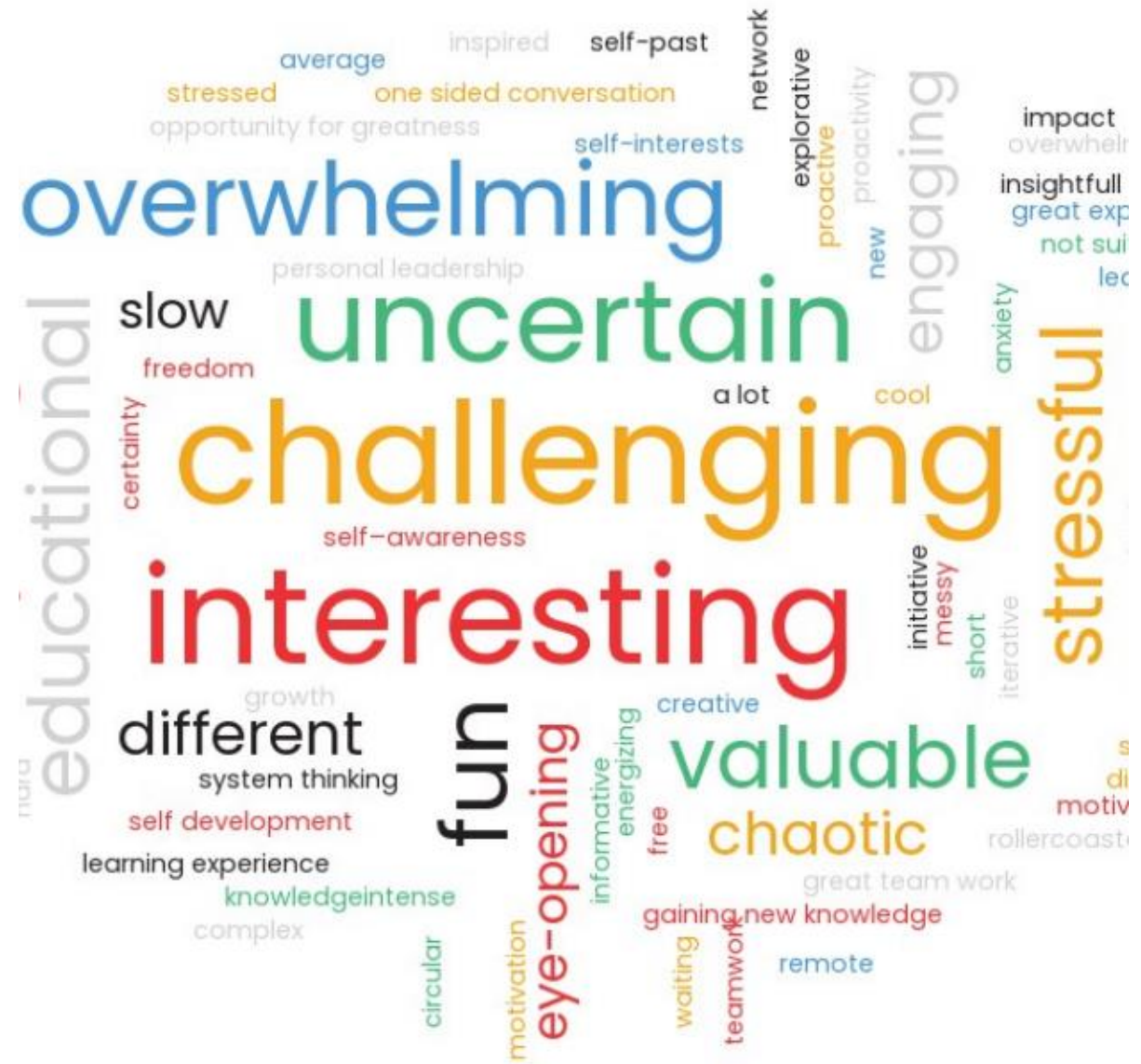


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# The Journey

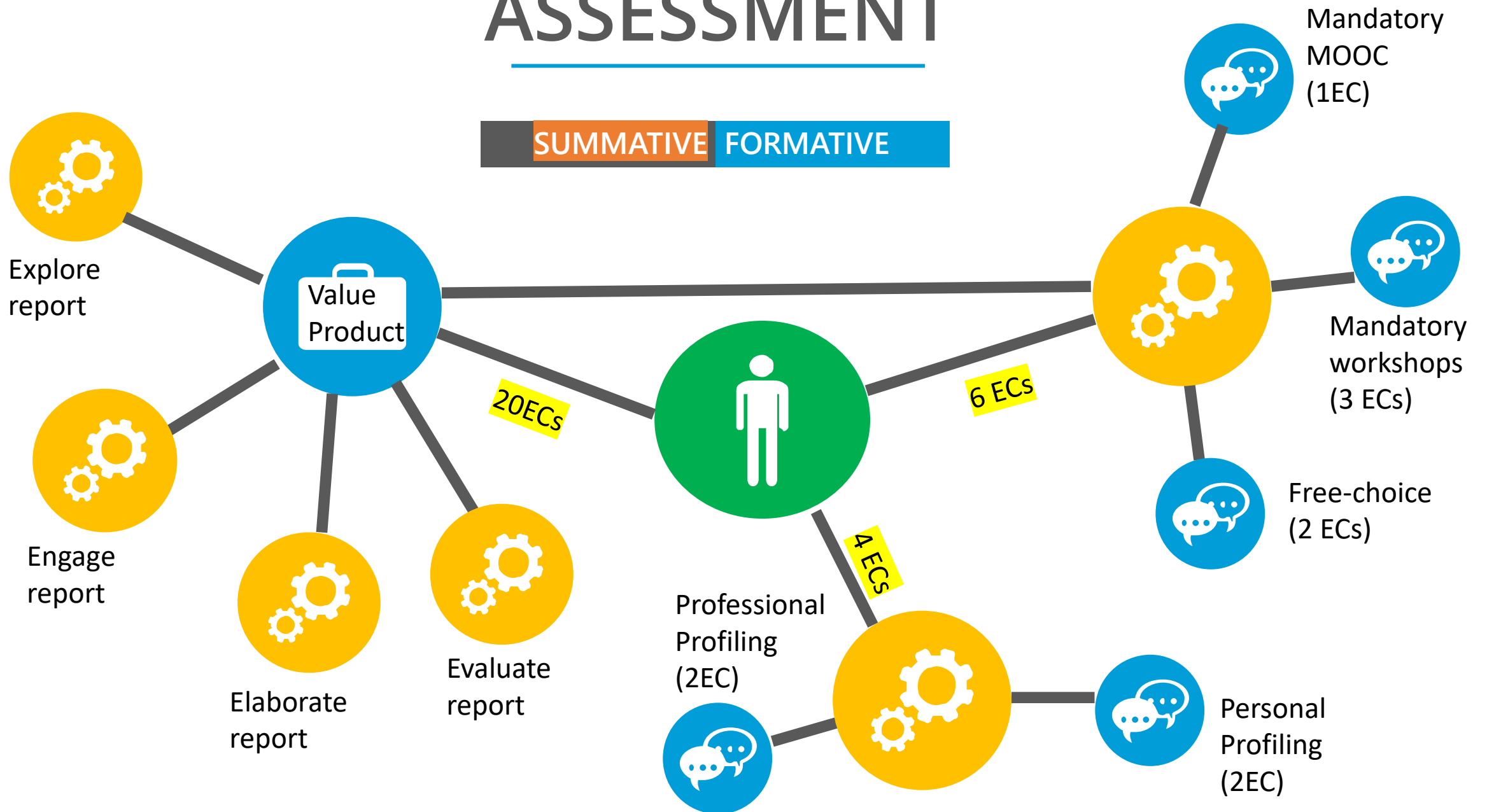




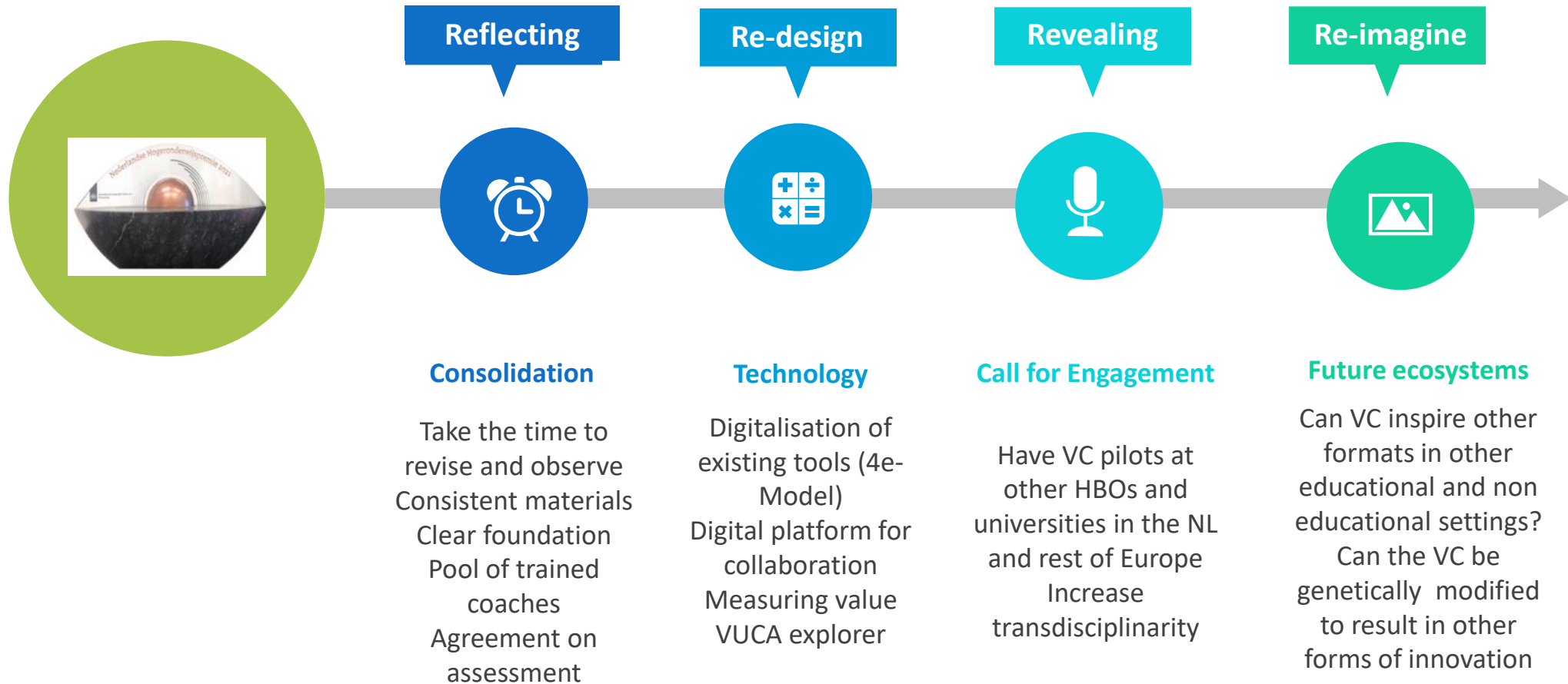


# ASSESSMENT

SUMMATIVE FORMATIVE



# Re-in-novation path





THANK YOU

